Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515 http://lobbyingdisclosure.house.gov

Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510

http://www.senate.gov/lobby

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name	Individual
PEPSICO, INC	
2. Address Check if different than previously reported 700 ANDERSON HILL ROAD City PURCHASE State	
3. Principal place of business (if different than line 2)	
City State	Zip Code - Country
4a. Contact Name Bizabeth Avery Client Name b. Telephone Number International Number (202) 567-2932 Check if client is a state of	c. E-mail elizabeth.avery@pepsico.com 5. Senate ID# 31202-12 flocal government or instrumentality 6. House ID#
PEPSICO, INC	309800000
TYPE OF REPORT 8. Year 2011 Q1 (1/1 - 3/31) 9. Check if this filing amends a previously filed version of this report 10. Check if this is a Termination Report Termination Data INCOME OR EXPENSES - YOU MUST complete	t
12. Lobbying	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSE relating to lobbying activities for this reporting period were:
Less than \$5,000	Less than \$5,000
Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	\$\frac{\$\\$5,000 \text{ or more}}{\} \sqrt{\} \frac{\\$5,000 \text{ or more}}{\} \sqrt{\} \frac{\\$5,000 \text{ or more}}{\} \sqrt{\} \frac{\\$5,000 \text{ or more}}{\} \sqrt{\} \text{ Check box to indicate expense accounting method. See instructions for description of options.} \sqrt{\} \sqrt{\} \text{ Method A.} \sqrt{\} \text{ Reporting amounts using LDA definitions only} \sqrt{\} \sqrt{\} \sqrt{\} \text{ Method B.} \sqrt{\} \text{ Reporting amounts under section 6033(b)(8) of the Internal Revenue Code} \sqrt{\} \sqrt{\} \text{ Method C.} \sqrt{\} \text{ Reporting amounts under section 162(e) of the Internal Revenue Code}
Signature Filed Electronically	Date 10/20/2011
Printed Name and Title Elizabeth Avery, Vice President, Global Puv6.0.1f	ablic Policy & Govt Affairs Page 1 of 11

	code TAX	TAXATION/INTERNAL REVENUE	CODE (one per page)	
16. Specific lobbying	issues			
Biofuels policy ge	enerally; Sullivan	and Flake Amendme	ents to H.R. 1; Coburn Ame	ndment to S. 493; S
	=		proposed legislation re sa	
domestic corpora	te tax reform (ge	nerally, no specific le	egislation)	
17. House(s) of Congr	ess and Federal agenc	ies	e e	
U.S. SENATE, U	.S. HOUSE OF F	REPRESENTATIVES	, Treasury - Dept of	
18. Name of each indiv	vidual who acted as a le	obbyist in this issue area		
			Covered Official Position (if	applicable) New
First Name Elizabeth	Last Name	Suffix	Covered Official Fosition (II	
Elizabeth	Avery			
Omar	Vargas			
Omar	Vargas			
Paul	Boykas		Evacutive Director SEC	
			Executive Director, SEC	
Paul	Boykas		Executive Director, SEC	
Paul	Boykas		Executive Director, SEC	
Paul	Boykas		Executive Director, SEC	
Paul	Boykas		Executive Director, SEC	
Paul	Boykas		Executive Director, SEC	
Paul Diego	Boykas	cific issues listed on line 1		
Paul Diego	Boykas	cific issues listed on line 1		
Paul Diego	Boykas	cific issues listed on line 1		
Paul Diego	Boykas	cific issues listed on line 1		

PEPSICO, INC

Client Name

PEPSICO, INC

Registrant

Registrant	PEPSICO, INC		Client Name	PEPSICO, INC
engaged in	lobbying on behalf			general issue areas in which the registrant g a separate page for each code, provide
15. Genera	ıl issue area code	CPT COPYRIGHT/PATENT/T	RADEMARK	(one per page)
16. Specifi	c lobbying issues			
		Act of 2011 (entire bill), FR. 1380 and legislative pr		America Invents Act of 2011 (entire bill); re same.
U.S. HC	JUSE OF REPF	RESENTATIVES, U.S. SE	ENATE	
	of each individual w	ho acted as a lobbyist in this issue	i	Covered Official Position (if applicable) New
First Name Omar		Last Name S	Suffix	Covered Official Fosition (if applicable)
19. Interes	t of each foreign en	atity in the specific issues listed o	on line 16 abo	ove Check if None
Printed N	ame and Title El	izabeth Avery, Vice F	Presiden	nt, Global Public Policy & Govt Affairs
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15. General issue area code	AGR AGRI	CULTURE	(one per page)	
16. Specific lobbying issues				
advertising issues in response	to Interagency Worki ic legislation); Implem	ng Group on Food Nentation of S. 3307-	e labeling (generally, no specific legislation); marketing a Marketed to Children; restrictions on use of supplemental healthy, Hunger-Free Kids Act of 2010; Biofuels policy g ser requirements, generally.	Inutrition
17. House(s) of Congress and		☐ Check if N		
			ΓΕ, Executive Office of the President (EO ninistration (FDA), Health & Human Servio	
18. Name of each individual v	who acted as a lobbyi	ist in this issue area	Covered Official Position (if applicable)	New
111001141110				
Elizabeth	Avery			
	Avery Vargas			
Elizabeth			Legislative Aide, Senator Edward Kennedy	
Elizabeth	Vargas		Legislative Aide, Senator Edward Kennedy Legislative Aide, Senate Immigration Subcomte	
Elizabeth Omar Julia-Feliz	Vargas Sessoms			
Elizabeth Omar Julia-Feliz Julia-Feliz	Vargas Sessoms Sessoms			
Elizabeth Omar Julia-Feliz Julia-Feliz	Vargas Sessoms Sessoms			
Elizabeth Omar Julia-Feliz Julia-Feliz	Vargas Sessoms Sessoms			
Elizabeth Omar Julia-Feliz Julia-Feliz	Vargas Sessoms Sessoms			
Elizabeth Omar Julia-Feliz Julia-Feliz	Vargas Sessoms Sessoms Boykas	issues listed on line	Legislative Aide, Senate Immigration Subcomte	

PEPSICO, INC

Client Name

PEPSICO, INC

Registrant

Registrant	PEPSICO, INC			Client Name	PEPSICO, INC	
		-			general issue areas in which the registrant	
	lobbying on behalf n as requested. Add			g period. Usir	ng a separate page for each code, provide	
15. Genera	al issue area code	HCR	HEALTH ISSUES		(one per page)	
16. Specifi	ic lobbying issues					
Non-cor	nmunicable dis	seases, gei	nerally no spec	cific legisla	ation	
17. House	(s) of Congress and	l Federal agen	ncies	ck if None		
Health 8	& Human Servi	ces - Dept	of (HHS)			
18. Name	of each individual v	vho acted as a	lobbyist in this issu	ie area		
First Name		Last Name		Suffix	Covered Official Position (if applicable)	New
Julia-Feliz		Sessoms		Le	egislative Aide, Senator Edward Kennedy	
Julia-Feliz		Sessoms		Le	egislative Aide, Senate Immigration Subcomte	
19 Interes	et of each foreign e	ntity in the sp	ecific issues listed	on line 16 al	pove Check if None	
19. Interes	or cuch foreign e				- Check if Itolic	
Printed N	ame and Title E	lizabeth /	Avery, Vice	Presider	nt, Global Public Policy & Govt Af	ffairs
v6.0.1f					•	of 11

Registrant	PEPSICO, INC			Client Name	PEPSICO, INC		
engaged in		of the client d	during the reporting		general issue areas in which the regisg a separate page for each code, provi		
15. Genera	ıl issue area code	ENG	ENERGY/NUCLEAR		(one per page)		
16. Specifi	c lobbying issues		_				
		.R. 1380 aı	nd legislative p	roposals r	e same		
	(s) of Congress and			k if None			
U.S. HC	OUSE OF REPI	RESENTA	TIVES, U.S. SE	ENATE			
18. Name	of each individual w	ho acted as a	lobbyist in this issue	e area			
			-	ı	Covered Official Position (if application)	able)	New
First Name Omar		Last Name Vargas		Suffix	Covered Silvini Position (ii applied		
Omai		Vargas					
][
							<u> </u>
19. Interes	t of each foreign er	itity in the spe	ecific issues listed o	on line 16 abo	ove		
Printed N	ame and Title El	izabeth /	Averv. Vice F	Presiden	t, Global Public Policy a	& Govt A	ffairs
v6.0.1f					,		of 11

Registrant	PEPSICO, INC			Client Name	PEPSICO	, INC	
engaged in		f of the client of	during the reporting		-	ue areas in which the registrant e page for each code, provide	
15. Genera	ıl issue area code	ENV	ENVIRONMENT/SUPE	RFUND		(one per page)	
16. Specifi	c lobbying issues						
Envirom	ental sustainal	oility, recyc	cling issues ger	nerally, no	specific	legislation	
	(s) of Congress and		cies	k if None ENATE			
18. Name of	of each individual w	vho acted as a	lobbyist in this issu	e area	Cove	red Official Position (if applicable)	New
Paul		Boykas					
19. Interes	t of each foreign e	ntity in the spe	ecific issues listed of	on line 16 abo	ove	Check if None	
Printed N	ame and Title F	lizabeth /	Averv Vice I	Presiden	 it Gloh	al Public Policy & Gov	
v6.0.1f	and 1100 <u> </u>		,, 11001		-, 5.00	Page 7	

Registrant	PEPSICO, INC		Client Name	PEPSICO, INC	
engaged in	lobbying on behalf			general issue areas in which the registrant ag a separate page for each code, provide	
15. Genera	al issue area code	FIN FINANCIAL INSTITUTION	ONS/INVESTMEN	TS/SECURITIES (one per page)	
16. Specif	ic lobbying issues				
Corpora	te Governance	e issues generally, no spe	cific legis	ation	
17. House	(s) of Congress and	Federal agencies	ck if None		
		RESENTATIVES, U.S. SI			
18 Name	of each individual w	who acted as a lobbyist in this issu	ie area		
	or each marvidual v	·	ı	Covered Official Position (if applicable)	New
First Name Diego		Last Name	Suffix	Recutive Director, SEC	
Diego		TOIL			
19. Interes	st of each foreign e	ntity in the specific issues listed	on line 16 ab	ove Check if None	4
Printed N	ame and Title F	lizabeth Avery Vice	Presider	nt, Global Public Policy & Govt A	Affairs
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Registrant	PEPSICO, INC			Client Name	PEPSICO	, INC	
engaged in		of the client of	during the reporting		-	ne areas in which the registrant page for each code, provide	
15. Genera	ıl issue area code	ADV	ADVERTISING			(one per page)	
16 Specifi	c lobbying issues	L					
		ina issues	in response to	Interager	ncv Worki	ng Group on Food Marketed	l to
Children	•	3	•	J	,		
					•	e - Dept of (USDA), Federal Iuman Services - Dept of (H	
18. Name of First Name	of each individual w	Last Name	lobbyist in this issu	Suffix	Cover	red Official Position (if applicable)	New
Omar		Vargas					
Julia-Feliz		Sessoms		Le	egislative Aide,	Senator Edward Kennedy	
Julia-Feliz		Sessoms		Le	egislative Aide,	Senate Immigration Subcomte	
19. Interes	t of each foreign e	ntity in the spo	ecific issues listed	on line 16 ab	ove [Check if None	
Printed N	ame and Title E	lizabeth <i>i</i>	Avery, Vice	Presider	nt, Glob	al Public Policy & Govt	Affairs
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Registrant	PEPSICO, INC			Client Name	PEPSICO	, INC	
engaged in		f of the client d	during the reporting		_	ne areas in which the registrant page for each code, provide	
15. Genera	al issue area code	TRD	TRADE (DOMESTIC/FO	OREIGN)		(one per page)	
16. Specifi	ic lobbying issues					_	
WTO Ad	ccession and P	NTR for Ru	ussia; Market r	eform and	investm	ent rights issues in Uzbekista	n
U.S. HC	(s) of Congress and OUSE OF REPI (NSC), State -	RESENTAT	TIVES, U.S. SI			e - Dept of (DOC), Natl Secur (USTR)	ity
18. Name of First Name	of each individual w	vho acted as a l	lobbyist in this issu	ne area	Cover	red Official Position (if applicable)	New
Omai		Vargas					
		1					
		<u> </u>					<u> </u>
	et of each foreign en					Check if None	Affoire
v6.0.1f	ame and 11tle <u> </u>		TVELY, VICE	i iesiueli	it, G100	al Public Policy & Govt A	of 11

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LOBBYING ACTIVITY. Sel engaged in lobbying on behalf	•	•		-	_	
information as requested. Add			, porrour c	oning a separate	page for each code, provide	
					_	
15. General issue area code	CSP	CONSUMER ISSUES/S	SAFETY/PRO	DDUCTS	(one per page)	
16. Specific lobbying issues						
2011; H.R. 611, Building Effective	ve Strategies t ct (BEST PRA	o Promote Respons CTICES ACT); H.R	sibility Aco	countability Choi Not Track Me C	Personal Data and Breach Accountabilitie Transparency Innvovation Consumer Inline Act; H.R. 1528 Consumer Privacy Act of 2011.	
17. House(s) of Congress and			k if None	,		
U.S. HOUSE OF REPR	RESENTAT	TIVES, U.S. SE	ENATE			
18. Name of each individual w	ho acted as a l	obbyist in this issu	ie area			
First Name	Last Name		Suffix	Cover	ed Official Position (if applicable)	New
Julia-Feliz	Sessoms			Legislative Aide,	Senator Edward Kennedy	
Julia-Feliz	Sessoms			Legislative Aide,	Senate Immigration Subcomte	
19. Interest of each foreign en	tity in the spe	cific issues listed	on line 16	above [Check if None	
Printed Name and Title Fli	izaheth [[]	Avery Vice	Presid	ent Glob	al Public Policy & Govt A	.ffaire

Client Name PEPSICO, INC

PEPSICO, INC

Registrant